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## Industry Barometer Reports LLC Joins ASAE to Enhance Member Benefits

CHICAGO—May 27, 2020—[Industry Barometer Reports LLC](#) takes an important step in helping members of trade associations assess business conditions in today’s unpredictable and dangerous environment by joining The American Society of Association Executives (ASAE). ASAE is the essential organization for association management, assisting associations on their mission to achieve high levels of performance and transform society for the better.

Industry Barometer Reports is the premier survey firm specializing in business confidence reports. By surveying members of a given association, the firm generates customized business-confidence surveys focused on that specific industry. In this way, the association is empowered to provide a valuable tool to help its members assess the marketplace now and in coming months.

“Associations that try to uncover these findings internally encounter obstacles, including unwillingness on the part of members,” said [Jim Noon](#), Principal. “Business owners are reluctant to share too much information with an association due to confidentiality concerns and the misplaced fear of competitors gaining an advantage. Industry Barometer Reports is a professional third party that guarantees complete anonymity for participants.”

Managerial instincts drive the economy on both micro and macro levels. When executives feel that conditions are improving, they make capital expenditures, hire people, and expand into new markets. This leads to healthier business conditions overall. The same holds true for worsening conditions—most recently, the economic downturn from the COVID-19 pandemic.

“And this is where an [Industry Barometer Report](#) can help the most,” Noon said. “In difficult times, business owners look for answers from the government and through economic trends. However, many of the answers they seek lie with peers and competitors in their own industry.”

Combining the instincts of many executives within an industry is indicative of where it is truly headed. Through this method, Industry Barometer Reports provides an accurate snapshot of the current situation and what the future may bring.

“I encourage associations to consider the implications of COVID-19 on the industries they serve,” Noon stated. “Seek ways to help members and the industry in general by providing them with useful tools and pertinent data, like our Industry Barometer Report.”

## **About Industry Barometer Reports LLC**

[Industry Barometer Reports LLC](#) is the premier survey, analysis, and report firm specializing in business confidence reports. Its sole purpose is to support an association's relevance as an asset to members as the industry's authority. This is achieved with an ongoing survey platform that gathers data from members on a regular basis, analyzes that data, and distributes a report that gives the association's members an accurate measure of the industry in real time. As a professional, independent third party, Industry Barometer Reports heightens the credibility of the association and substantiates its position as an impartial industry leader for the benefit of all members. The staff has been successfully conducting business confidence surveys—i.e., [Industry Barometer Reports](#)—for trade associations for more than 35 years. For more information, visit [www.industrybarometer.com](http://www.industrybarometer.com), call 847-807-8480 or email [ask@industrybarometer.com](mailto:ask@industrybarometer.com).

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